

THE SNOWFLAKE DATA CLOUD ENABLES PIZZA HUT TO ACCELERATE DECISION-MAKING DURING THE SUPER BOWL

SNOWFLAKE BENEFITS

- Near-zero maintenance
- Instant elasticity
- Secure data sharing

COMPANY	Pizza Hut	GOALS	Relieve infrastructure constraints and democratize data across the organization
LOCATION	Plano, Texas		
INDUSTRY	Restaurants	WEBSITE	pizzahut.com
EMPLOYEES	300,000+		

Pizza Hut, a subsidiary of Yum! Brands, Inc., operates over 18,000 restaurants in more than 100 countries. With easy order options including the Pizza Hut app, its mobile site, and Amazon and Google devices, Pizza Hut is committed to providing its customers an easy experience from order to delivery.

THE CHALLENGE: Scaling resources to meet demand while managing costs

Pizza Hut US's on-premises data warehouse could not scale to meet increasing demands. According to Faisal Kp, Pizza Hut's Senior Manager, Enterprise Data Services, "We couldn't provide business users with the right infrastructure to give them what they were asking for." Increasing capacity was expensive and time consuming, requiring Faisal's team to add hardware and software, as well as perform database administration and tuning.

During the U.S. National Football League's Super Bowl, Pizza Hut's busiest day of the year, its data volumes can sometimes triple. With its legacy data warehouse, Faisal's team did not have unified real-time analytics during the Super Bowl due to limited scalability.

THE SOLUTION: Instant elasticity from the Data Cloud

Pizza Hut implemented a Snowflake Data Cloud proof of concept that rapidly demonstrated positive results. Snowflake's near-instant elasticity immediately addressed the previous scalability issues. The advanced analytics team could perform ad-hoc queries, something that the previous system could not provide.

According to Faisal, "On-premises data platform migrations used to take four to five months. With Snowflake, I had space provisioned, up, and running in a day. The entire migration was complete in a few weeks." The ingestion of data into Snowflake was assisted by Snowpipe, which loads data from files as soon as they're available in a stage.

“The Snowflake Data Cloud has changed our perspective on how quickly and effectively we can democratize data across Pizza Hut. Now, data is made available across the organization and being used to make executive business decisions, especially during our busiest day of the year with the Super Bowl.”

—FAISAL KP, Senior Manager, Enterprise Data Services, Pizza Hut

THE RESULT: Democratized data across the organization

Snowflake enables users to answer business questions with data. During the 2020 Super Bowl, Faisal's team created a unified, near real-time view of business analytics, which wasn't feasible before Snowflake. Data pipelines captured data across systems and fed a dashboard, enabling executives to monitor key metrics and adjust resource allocations.

Data scientists use Python, R, and Spark to query data, apply machine learning algorithms, then write data back to Snowflake. These predictive analytics ensure that customers receive the right messages and offers. In addition, Snowflake Data Marketplace provides access to weather and geolocation data sources for Pizza Hut. Faisal's team can correlate weather patterns to customer purchases and use that data to optimize targeted marketing campaigns.

Snowflake enables the team to be more efficient. "I don't have any more DBAs. The system just works. It's enabled business users to be much more independent. They can do their analysis much faster than before," said Faisal.

THE FUTURE: Enhancing compliance and security with data masking

Going forward, Pizza Hut plans to enhance data security and compliance using data masking. Dynamic Data Masking is a column-level security feature in Snowflake that uses masking policies to selectively mask data at query time.

WHY SNOWFLAKE



Near real-time analytics enables Pizza Hut to make quick decisions during the Super Bowl



Snowflake Data Marketplace provides easy access to weather and geolocation data



Near-zero maintenance frees the team to focus on strategic business initiatives



Instant elasticity enables virtually any amount of computing power for any number of users



Separation of storage and compute provides performance stability and cost visibility



Snowflake Secure Data Sharing provides direct access to partners' data, bypassing ETL and data pipelines

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)